

We are Just in Receipt

of a Handsome Line of

Shell Combs and Pins,  
Hair Ornaments, Etc.

Also a New Stock of Human Hair Goods or our

Hairdressing Department

These Goods are now on Display.

Miss M. E. Kilean

Hotel Street, Arlington Block.

Woolen Blankets and

Comforters

Just in Time for the Cold Weather

## Comforters.

We have them at all prices. Our cheapest is \$1.50, we also have some filled with down at \$6.50 and a few beautiful silk ones at

**\$14.00 and \$15.00.**

## Pillows.

A good quality.

22x22.....\$1.25  
18x18......75  
14x14......50

Filled with Silk Floss

22x22......75  
18x18......40  
14x14......25

Come and inspect them; they are really good values.

## Blankets.

\$4.00. Buys a nice pair white Woolen Blankets, assorted color borders. We have them to suit all pocketbooks. Get a beauty made in California for

**\$7.00.**

## Pincushions.

We have them in all sizes, small and large. If you want to make one, we have them as small as

**4x4 inch.**

The Genuine Scriven's Elastic Seam Drawers

See that every drawer is marked "Scriven's." We claim that this drawer is far superior to anything in the market.

75 cents per pair or \$8.50 dozen.

B. F. Ehlers & Co.  
FORT ST.

City Furniture Store

H. H. WILLIAMS, Manager

Love Building, Nos. 534-536 : : : Telephone 846  
FORT STREET.

A new line of BABIES' CRIBS, CRADLES and CARRIAGES.  
Parlor, Bedroom and Dining Furniture.  
Special attention paid to Undertaking and Embalming.

## WHIPS WHIPS WHIPS

Per S. S. Queen 75 dozen o whips of all styles and grades  
Prices from 25 cents to \$10.  
Dozen lots at reduced prices.  
We also received a full line of Harness Supplies.



D. O. HAMMAN.

LINCOLN BLOCK.

NO. 608, KING STREET

TELEPHONE 96

P. O. BOX 791

READ THE REPUBLICAN, READ THE REPUBLICAN

WINDOW DRESSING IN  
CITY OF HONOLULUWonderful Progress in  
the Artistic Dis-  
plays Here.SOME VERY ATTRACTIVE WORK  
MERCHANTS ALSO BELIEVE IN  
ARTISTIC ADS IN THE  
REPUBLICAN.These Go Hand in Hand With  
Showy Windows in Attracting  
the Attention of Con-  
sumers.

The art of show window trimming was developed in America. It is seen at its best in the merchandise palaces of New York, Philadelphia and Chicago. The art has passed from experiment to perfection in the space of twenty years. A student from this practical school of fine arts has been summoned from John Wamman's store to serve as expert in judging installations at the Paris exposition.

The art was perfected in America. It was no accident that the best window trimmer in America was found in Wamman's store. The logical seeker for a master in this line will go to establishments that are prominent in the advertising pages of the newspapers. Wamman's has peerless show windows and is without a peer as a newspaper advertiser.

This much merely to substantiate the statement that the show window and the newspaper advertisement are twin sisters in the domain of business promotion and publicity, and are the fairest maidens that have been impressed into service since the advent of business publicity, which was in the early English twilight.

The show window in Honolulu has lately come to the front with great strides. For years it had been neglected along with other modern methods of exploiting the stock of Honolulu merchants. Here, as everywhere else, the evolution of the show window has been hand in hand with the growth of newspaper advertising. A close observer will have noticed that an improvement in one branch of publicity in turn is reflected in a like improvement in the other.

## Influence of The Republican.

When The Republican entered the field as an advertising medium and set the pace for advanced, up-to-the-minute artistic displayed advertisements, it was not long before an improvement was noted in the windows of the merchants carrying space in The Republican.

The merchant who places a big ad in The Republican turns to his show window and displays to the best advantage the special line he may be pushing at the time. When he is advertising a great drive on handkerchiefs in the paper he does not dress his show window with hoisery.

When his window is arrayed with bicycle lamps he does not advertise walking sticks.

A stroll through the business portion of Honolulu gives an excellent opportunity to study the growing art of window dressing in a city where it is more or less an innovation of quite recent date. One observes the same variety of taste that is to be found on the long, crowded streets of larger cities. There are reasons why the shop windows of Honolulu should be the most attractive in the world. The modern buildings, with their deep, wide plate glass windows, offer plenty of room for the most elaborate designs. The goods on the shelves are the finest and richest that are handled in the markets of trade, and the buying public in Honolulu has money and the proper appreciation of anything when it is shown up prettily. Then, besides, there are accessories here for use by the window artist that make his fellow worker in Chicago mad with envy. These accessories are the flowers and ferns and palms that are so abundant on every hand. They are good helpers in attaining beautiful effects in windows.

## Talk With a Window Dresser.

In a chat with a man who has been making attractive show windows in Honolulu for more than two years a Republican representative was told a great deal about the local public taste and Honolulu finds in this line. He said the Honolulu public instinctively rebuffed the freak and mechanical monstrosities that had such a run in the States two years ago as window advertisements. Even realistic representations of eventful occurrences in history are away below par in Honolulu, as window attractions. A flag, on Decoration Day, nestling among an exhibit of the newest fabrics in spring dress goods, is a better business drawing card than a whole national cemetery, with rows of uniformed sentinels, standing in a store window, bare of merchandise.

## Some Attractive Windows.

Take a look at the windows of B. H. Ehlers & Co., as they appeared a few days ago. One contained a display of underwear, arranged on neat metal racks. Another was filled with organdies tastefully draped and set off with trimmings of Valenciennes lace. Another was filled with plain pillows, relieved by appropriate placing of fringes and a proper background. In a fourth window was a display of blankets. Symmetry of arrangement and color harmony caught the attention of the passer-by. Pausing to admire the idea of comfort took possession of the spectator's mind, and a neat placard, on a level with his eye, told in black figures the price.

The show window had done its work. It had produced a clean cut impression. It had created a single idea. It had emphasized these adroitly.

Underwear, organdies, pillows and blankets were talked about in this store's advertisement in The Republican. Mr. Cullen dressed the window; a competent ad-writer arranged the message for the readers of this paper. The result of this center-shot advertising was big sales at this store of underwear, organdies, pillows and blankets.

At the same time O. H. Walker of the White House had a taking display of shirt waists in his front window. If asked

what he was driving at in that window he would have said: "I want everybody who passes this store to think of shirt waists, and to think of them in a purchasing frame of mind. I've packed the price in the center and have arranged the colors so they won't fight."

Thus in an inoffensive, quiet, artistic way the passing public is exhorted to come inside and discuss the question to a finish.

"I think a touch of novelty is a good ingredient to serve as spice in a show window," said Mr. Walker, "but freaks have no legitimate place with me. Handsome goods do their own talking. If properly arranged in the show window. I believe in reinforcing these displays with good newspaper advertising. I have reaped excellent results from my space in The Republican. I think your paper yields good returns for money spent in advertising."

## Avoids Sensationalism.

The "Kash" has two store fronts with windows affording excellent facilities for the display of men's furnishings. S. Schoenfeld looks after the window dressing at the store on Fort and Hotel streets. He says: "I believe in plain, practical window dressing. I avoid everything sensational. I go on the theory that if a man wants a shirt he does not care to look into a window at a fancy doll. I show him a shirt, and of course hope it is the right kind. I make my displays of the latest, latest and best goods, and arrange them in a manner designed to make the pedestrian pause and consider. If he stops, he will involuntarily find himself absorbing price information from the tag—1 pin to each fragment. I change the things every two weeks."

W. L. Fletcher of the Sachs Dry Goods Company cast his eyes over a handsome display of bright organdies, satens, foulards and laces in the show window, and said:

"We use nothing in our show windows but what we have to sell. The arrangement is intended to be along lines that will appeal to the sense of the beautiful, which is strong in everybody. Each article added to a window must harmonize with the others. The colors must be lined up in a way that will avoid quarrelsome effects, and when one has succeeded in arranging a good all-together effect a catchy feature should be added to command the attention of the passer-by."

Miss Hammerschlag does the window trimming for the firm of Whitney & Marsh. She had just finished a display of silk waists and petticoats when she was given a chance to expatiate on her ideas of the objects and purposes of window dressing. She said:

"I find that late lines attract immediate attention when displayed in the window. I object to freakish schemes of window decoration. My employers carry lines of goods that afford ample material for dressing a window in a way that will win the attention of persons on the street. It is not necessary for us to resort to mechanical novelties or outrageous monstrosities to get people to look in at the windows. I like a plain exhibition of attractive goods and consider that a large percentage of the women have similar likes. When we have new importations, samples go into the show window."

## Musical Instruments Attractive.

W. D. Adams, the man who looks after the windows for Bergstrom, the music dealer, said: "We always have a piano in the window. Musical instruments are attractive and splendid window displays can be made from their combination. If we have a specialty sale of small instruments, a pretty display can be made of mandolins and guitars. On special occasions we move all the instruments out of the window and make a special feature for the occasion. We did this when the Shriners were here. We turned our window into a desert of Sahara and dotted it with lumbering camels and wandering Shriners. As a regular thing, we keep our advertisement in The Republican to work in unison with the sermon we are preaching from our show window."

W. R. Calef a professional designer and window trimmer recently arrived from San Francisco and is in the employ of the Pacific Import Co. Mr. Calef said, "The most practical window is the best window. The best window is usually the one with a few handsome goods properly arranged. The mind of the passer-by cannot clearly grasp a mass and jumble of merchandise. It can note a few articles. The wise window dresser will bear this in mind. He will thus give emphasis to the message he wishes to convey to the public. An uncrowded window gives each article a chance to assert its value. The main thing to bear in mind in dressing a window is the color scheme. Harmony attracts without letting the person attracted know anything about it. The spectacular and mechanical devices in window advertising are out of date. They advertise the store, stand or location, but give no idea of the goods kept in the establishment."

Mr. Calef showed a plain, neat window dressing that bore out his excellent ideas. Lace curtains formed the central idea. They were beautifully draped. A background of tapestry and a floor of many colored rugs served to give prominence to the main idea.

## Typewriters and Bicycles.

H. M. Patten, who looks after the front for the Pacific Cycle Company, fronts a great number of fine tunes on two strings. He exploits type-writers and bicycles. The best typewriting display that one will see after travelling many a day is the one shown in the windows of this establishment the past week. On the bicycle side a first-class effect is obtained from a sensible arrangement of bicycle lamps. The window is not loaded down with a multitudinous jumble of sundries, but the loud and lasting impression of a trumpet speech on bicycle lamps rings in the ears of the people who pass for a block or two. Mr. Patten is another believer in one idea at a time both in his window dressing and in his ads in The Republican.

E. W. Jordan is a merchant of the old, successful school, who mixes with the old virtues the best ideas of modern business methods. He believes in artistic effects. He studies the best ideas and brings them out in his show windows. Joseph Kuhia does the work. He uses the finest imported novelties in bidding for the attention of the public.

The grocer has an advantage over other merchants when he comes to dressing his window. He appeals to a dual taste. He

can appeal as strongly to the artistic instincts of the public and at the same time tempt the palate by arraying the choicest foods before an ever hungry throng. The attractive displays of canned and bottled goods always to be seen at Salter & Waiy's, and the panorama of good things in the windows of H. May & Co. in the Boston block, are cases in point.

L. B. Kerr, who knows the secrets of successful merchandising as a navigator knows the whims of the stars, says that he regrets that circumstances do not permit him to exploit his wares in deep, wide plate glass windows. But he successfully overcomes the handicap by pushing harder on the advertising throttle. He has as much faith in a newspaper advertisement as in the biggest show window in the world. He said:

"I am quite pleased with The Republican as a substitute for show windows. The results are always immediate and satisfactory. We consider The Republican our real live paper, and wish for it complete success."

The interior of Mr. Kerr's big store on Queen street is piled high with the best goods the markets afford, and somehow Mr. Kerr has managed to let the people know he has the stuff. Within a month he has imported over 600 cases of dry goods, and thanks to the well set ads in The Republican he can dispense with gorgeous show windows until the contractors have time to erect a building that will fill the bill.

## A Village Blacksmith Saved His Little Son's Life.

Mr. H. H. Black, the well known village blacksmith at Grahamsville, Sullivan county, N. Y., says: "Our little son, 5 years old, has always been subject to croup, and so had have the attacks been that we have feared many times that he would die. We have had the doctor and used many medicines, but Chamberlain's Cough Remedy is now our sole reliance. It seems to dissolve the tough mucus and by giving frequent doses when the croupy symptoms appear we have found that the dreaded croup is cured before it gets settled." There is no danger in giving this remedy for it contains no opium or other injurious drug and may be given as confidently to a babe as to an adult. For sale by Benson, Smith & Co., general agents, Territory of Hawaii.

## ATTRACTIVE CONTRACTS.

During the past few years the Provident Savings has put out a few very attractive contracts that are being purchased in greater quantities each year by those who are seeking insurance in a strong, up-to-date company. This is the best indication of the quality of the goods the Provident has to sell. I. R. Burns, resident manager; office in new Magoon building.

BISHOP & CO.,  
SAVINGS BANK

Office at banking building on Merchant street.

Savings Deposits will be received and interest allowed by this Bank at 4 per cent. per annum.  
Printed copies of the Rules and Regulations may be obtained on application.

## BISHOP &amp; CO.

Pantheon Shaving  
ParlorMrs. D. W. Beach,  
C. A. Biddinger,  
Hotel Street, Near Fort.

## RE-OPENED

## HOT-BATHS-COLD

## C. H. BROWN

SANITARY PLUMBER.

Estimates made on everything in the plumbing line.  
Office Territorial Stables Building, King Street.

PHONE : : : MAIN 48.

THE man that is content to  
whisper down a well.

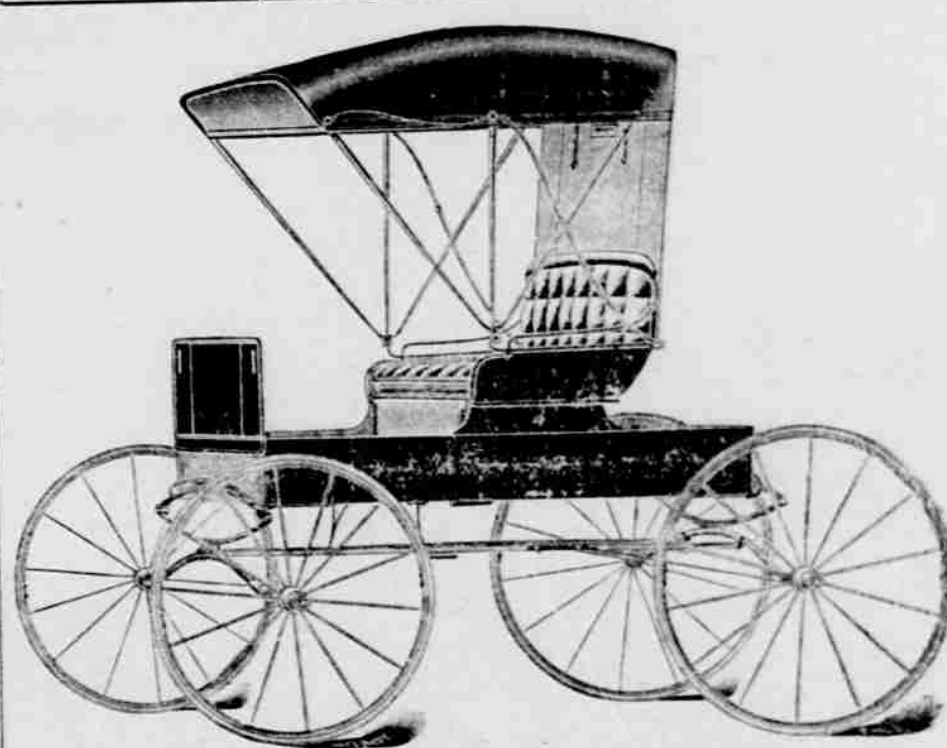
About the kind and quality  
of goods he has to sell,  
Will never make one-half as  
many dollars  
As he who climbs a tree and  
"HOLLERS."

ALL ABOUT THE NICE  
LUNCH

## THE NEW ENGLAND BAKERY

Serves every morning and noon in its cool Lanai, and which only a first-class Bakery could afford to furnish at the price. Rooms reserved for ladies.  
We make up lunches, also cold sliced ham, cheese and sardine sandwiches, in any quantities, for basket picnics.

## New England Bakery

J. OSWALD LUTTER, Manager.  
Hotel Street : : : Phone 74

OUR STOCK OF

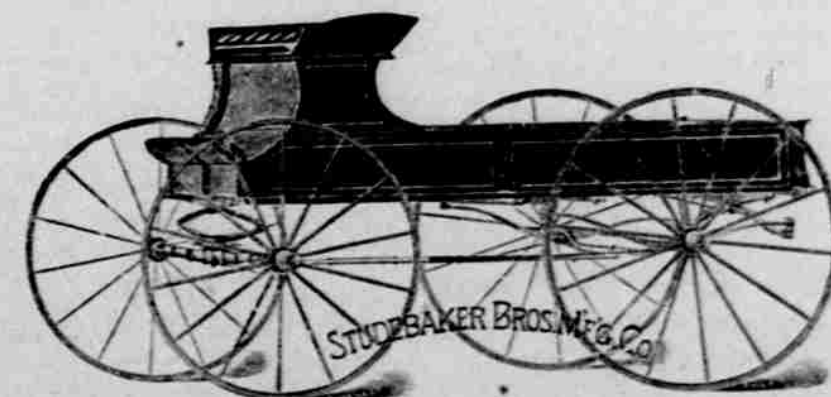
BUGGIES, PHAETONS  
SURREYS, RUNABOUTS

is larger and more complete than any other stock in Honolulu

We also carry a full line of

Delivery and Express Wagons,  
Farm Wagons, Dump Carts,  
Etc., Etc., Etc.We invite you to inspect our stock whether you  
want to buy now or later.

We are Sole Agent for the STUDEBAKER GOODS.



G. SCHUMAN

Merchant Street, between Fort and Alakea Streets.

## BELMORAL

YOUNG STREET, bet. Alapai and  
Thomas Square.Newly furnished rooms with board.  
Also table board. Telephone Blue 3371.

## Silent Barber Shop

SEVEN FIRST-CLASS BARBERS.  
Arlington Block, : : : Hotel St.

JOSEPH FERNANDEZ, Prop.